



McDowell Road/South Scottsdale Task Force
ASU SkySong, Convergence Conference Room #129
1475 N. Scottsdale Road
Scottsdale, AZ 85257
November 5, 2009

APPROVED MINUTES

Present:	Tom Sadvary, Chair	Sonnie Kirtley
	Virginia Korte	Ed Gawf
	Jim Atkinson	Eric Larson
	Kurt Brueckner	Wendy Lyons
	Don Couvillion	Tom Mason
	Michael Fernandez	Paul Messinger
	Jeremiah Foster	Jay Petkunas

Absent: George Adams

Staff: Rob Millar

Call to Order

Chair Sadvary called the McDowell Road/South Scottsdale Task Force regular meeting to order at 8:01 a.m. Roll call confirmed the presence of Task Force members as noted.

1. Approval of 10-14-09 Summarized Meeting Minutes

Minutes approved 14-0.

2. Development Opportunities for McDowell Road

Steve Nielson with NFPD, Inc. discussed the lessons learned from Mill Avenue and Tempe Town Lake developments in Tempe, which required significant public investment to realize. Steve proposed that the City develop a publicly owned event facility which could be built and operated by a company such as Global Entertainment Corporation. Global has built 15 such venues. The event facility could be located on three acres the City owns next to SkySong, and could host 140 to 180 mid-sized events annually. The facility would cost \$45 to \$50 million to construct and \$10 to \$12 million annually to operate. The City could consider pursuit of a Community Facilities District to finance the development.

3. Grubb and Ellis Area Overview and Sustainability Proposal

Brian Kocour of Grubb & Ellis discussed a proposal for a “Green Valley” retail/commercial/entertainment area from 64th Street to McDowell Road that would be pedestrian and family friendly and which would be environmentally conscious. The concept is to limit the square footage of the retail shops and to create an urban village in which electric vehicles would be practical for travel.

4. Biomedical and Technical Research Park Proposal

Adam Robbins discussed developing a research park, building upon medical assets in the Valley that are close to the McDowell corridor. He stated that the primary constraint on development is the difficulty of assembling developable parcels. He recommended contacting Mitch Horowitz of Battelle Technology Partnership Practice regarding how to accomplish creation of a research park.

5. Development Opportunities for McDowell Road

Kurt Frimodig and Larry Lazarus discussed development opportunities for McDowell Road from 64th Street to Scottsdale Road. Kurt stated that a major problem is that the properties are too shallow to be readily developable, which could be addressed by splitting the road into two one-way pairs to create larger parcels between them. Their proposal would generate vitality and a sense of place, perhaps incorporating a paseo, and could probably be accomplished within the constraints of the existing Planned Unit Development zoning district.

6. Task Force Request of Possible Extension to Deliver Initial Recommendations

The Task Force discussed requesting the City Council extend the timeline for completion of its initial recommendations to March. Kurt Brueckner made a motion that the Task Force extend its delivery of initial recommendations to City Council until March 1, 2010. Jay Petkunas seconded the motion, which passed 14 to 0.

Approved

7. Staff and Task Force Updates (A.R.S. 38-431.02 (K))

Rob Millar, City Economic Vitality staff support for the Task Force, passed out the letter which is being sent this week to 700 businesses and property owners in the McDowell and Scottsdale Road corridors asking for their participation in the dialogue regarding development. Rob also distributed a sample Task Force report outline and an agenda planner for future meetings. Staff will be adding an evening meeting in December as well as additional meetings through March 2010 which may be required.

6. Public Comment (A.R.S. 38-431.02(K))

Sherry Velesky commented that 1) a unique concept would be needed for the entertainment and event venue so as to get new money, not just shift money from existing venues; 2) the Green Valley proposal is a good concept but not practical at this time; 3) the third concept discussed is just a space filler, because bio-med is not right for the McDowell corridor; 4) the fourth concept discussed is a good idea to have mixed use; it would attract culinary festivals. Development must be walkable. It should be a restaurant destination. There should be restrictions about percent of space devoted to restaurants, bars, etc.

Judy Cooper commented that the current situation needs improvement, and that she is anticipating a welcoming, walkable community.

Joe Campalorto commented that the Task Force needs to address the state of infrastructure that exists on McDowell Road today as the sewer is a problem. The Task Force needs to keep the neighborhoods in mind so that they will revive.

Sandra Hertlein commented that the Task Force should consider projects with shade features and solar, with mounds which direct the wind for cooling. She encourages park-like courtyards as features, and park-like bus stops. She would like to see public art for toddlers incorporated in a series of small parks.

7. Identification of Future Agenda Items

No future agenda items were discussed. The next meeting will be November 19th from 5 to 7 p.m. in the Convergence Room at SkySong. On the agenda will be five presentations about visions for McDowell Road development. The Task Force voted 14 to 0 to meet for two hours in order to accommodate all of the presentations.

8. Adjournment

The meeting adjourned at 9:43 a.m.

Approved